

THE PERIMETER LIVABLE CENTER INITIATIVE

PERIMETER @ THE CENTER OF TRANSFORMATION

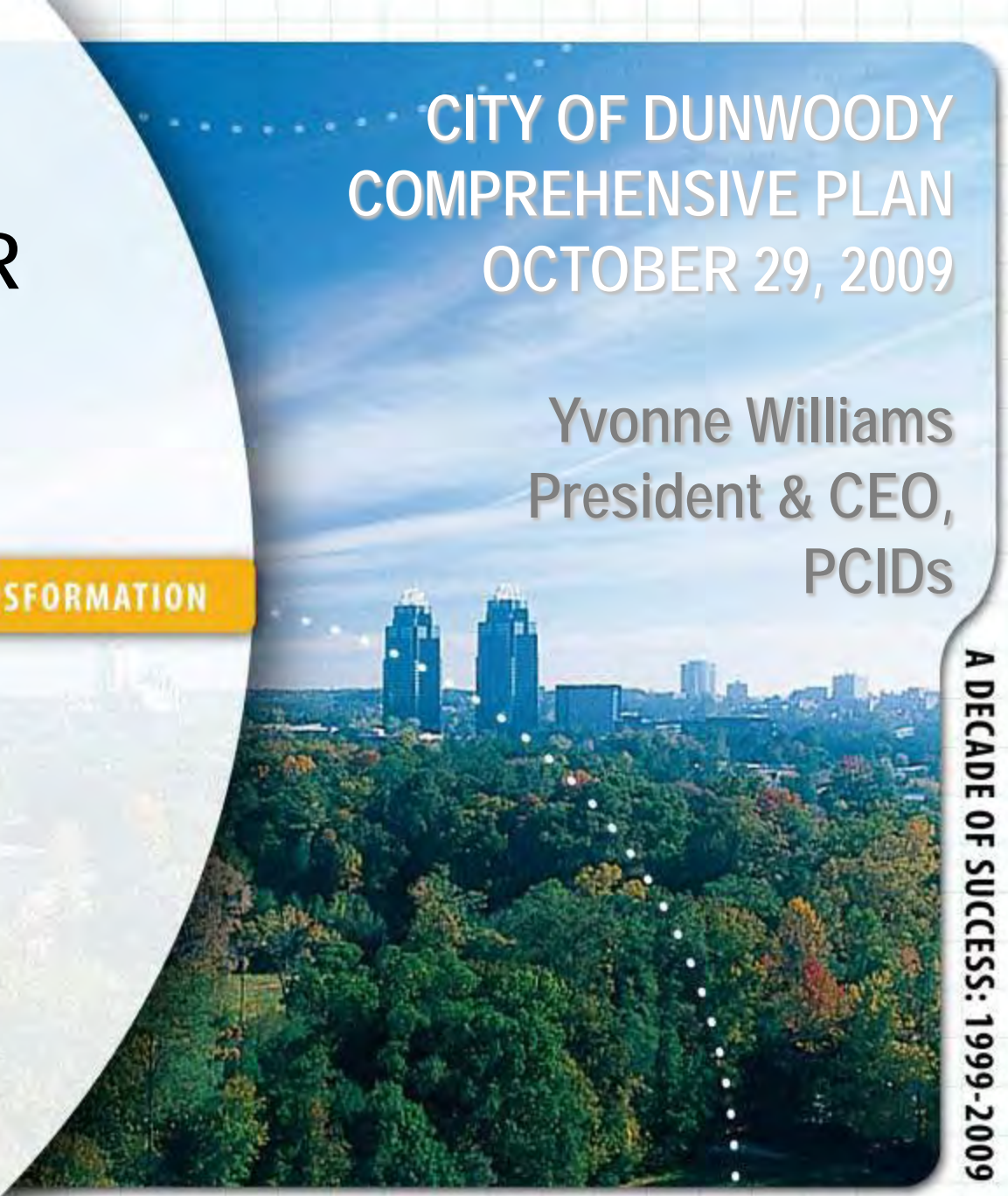


PERIMETER COMMUNITY
IMPROVEMENT DISTRICTS

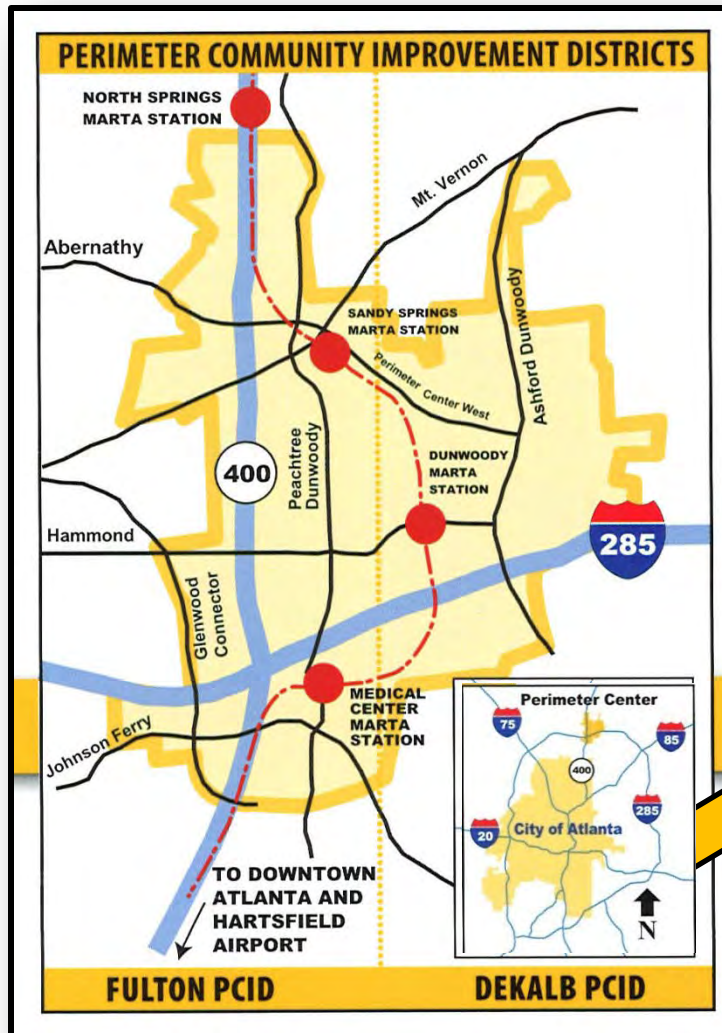
CITY OF DUNWOODY
COMPREHENSIVE PLAN
OCTOBER 29, 2009

Yvonne Williams
President & CEO,
PCIDs

A DECADE OF SUCCESS: 1999-2009



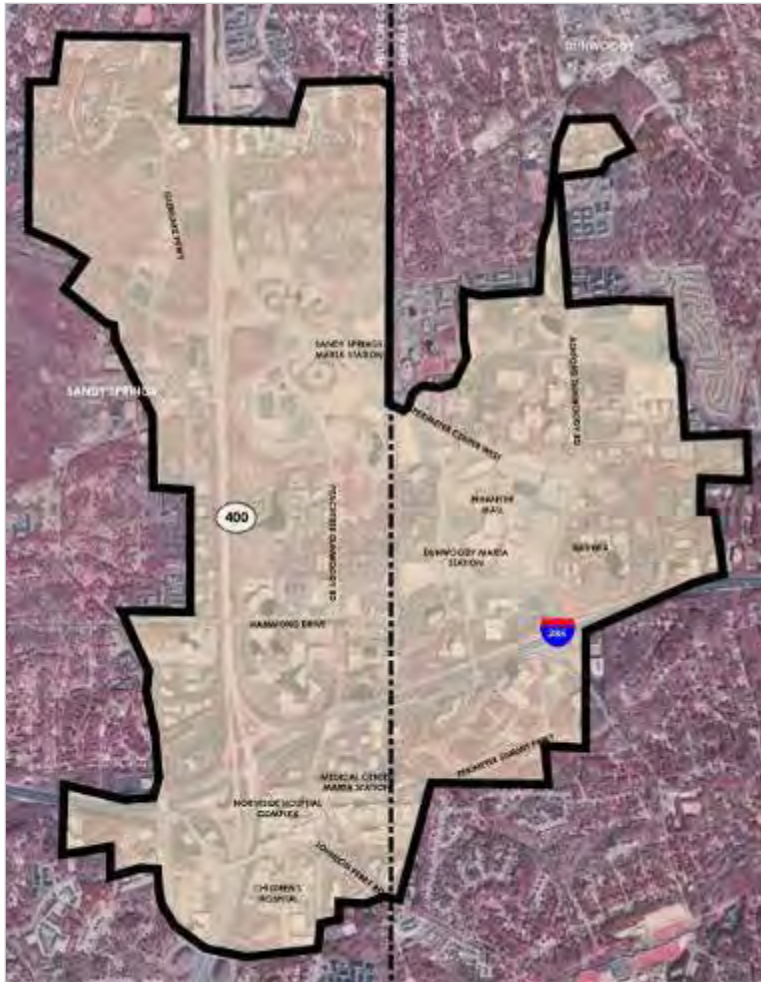
PCID'S BOUNDARY



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PCID'S TIMELINE



Created in 1999 in DeKalb County and in Fulton County in 2001, the PCIDs represent the only cross jurisdictional CID in the country. By utilizing one President and CEO and one staff, the PCIDs are able to cut costs and promote one set of design standards. This creates a multi-jurisdictional Perimeter brand.

The PCIDs office is located in heart of the district:

Perimeter Community Improvement Districts
One Ravinia Drive, Building One, Suite 1125
Atlanta, Georgia 30346
770-390-1780 (office)
770-390-1782 (fax)
ywilliams@perimetercid.org



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PCIDs MISSION STATEMENT

To work continuously to develop efficient transportation services, with an emphasis on access, mobility, diversification and modernization.

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DEKALB PCID BOARD



Robert Voyles, Seven Oaks Company, **Chair**



John Heagy, Hines, **Vice Chair**



Kay Younglove, Colonial Properties Trust, **Secretary**



Dean Patterson, Behringer Harvard, **Treasurer**



Dale Hughes, Cox Enterprises, Inc.



Mario A. Mireles, General Growth Properties



Robert Woolridge, Marriot Hotels



Bill Campbell, Barry Real Estate Corporation

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A DECADE OF SUCCESS: 1999-2009

FULTON PCID BOARD



Chuck Altimari, UPS, **Chair**



Dale Hughes, Cox Enterprises, Inc., **Vice Chair**



SPECIALIZED
TITLE SERVICES, INC.

Diane Calloway, Specialized Title, **Treasurer**



Adam Orkin, Orkin & Associates, **Secretary**



BEHRINGER HARVARD

Dean Patterson, Behringer Harvard



Don Mabry, Simpson Housing

Ackerman & Co.

Kris Miller, Ackerman & Co.



Cousins Properties Incorporated

Tad Leithead, Cousins Properties, Inc.

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MARKET CHARACTERISTICS

- Highest concentration of Fortune 500 companies in Metro Atlanta
- More than 4,000 companies, 100,000+ jobs, 248 office buildings, and 26 million square feet of office
- \$3.5 Billion Capital Corporate Investment
- PCID has championed over \$642.8 million in Federal and State Funding for local and regional transportation projects in the 2025 RTP
- Presence of 3 MARTA Stations in the area (with 2 additional stations in close proximity) puts Perimeter “on the map,” especially for business travelers seeking airport accessibility
- Significant opportunities for high-density residential and mixed-use development

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ATLANTA LIVABLE CENTERS INITIATIVE

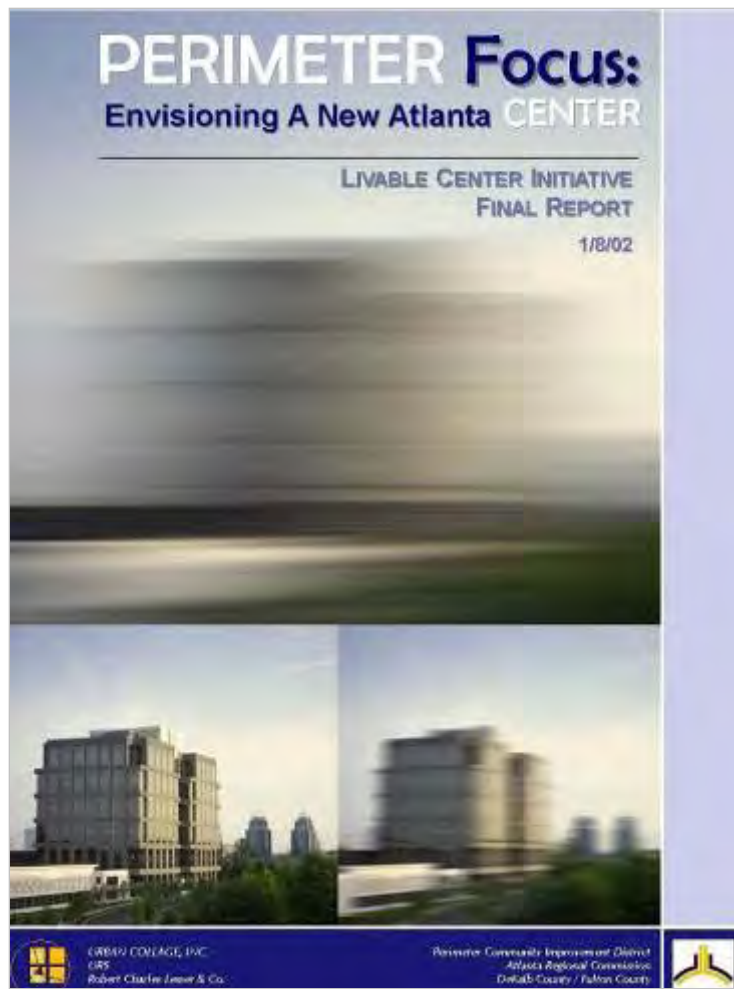


- Atlanta Region Program conceived to direct growth into existing “activity centers and corridors”
- Planning grants awarded to local communities annually since 2000
- 90+ Total LCI Communities
- Annual calls for funding of public projects to encourage private investment
- LCI Communities available for a share in \$500 million from a dedicated portion of regional transportation funds

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PERIMETER FOCUS LCI PLAN (2001)



- Visioning Plan for Perimeter Center funded by the "Livable Centers Initiative" Program
- Done in partnership with DeKalb & Fulton Counties
- Extensive Community Involvement Process
- 5-Year Update in 2005
- Next Update due 2010

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PERIMETER FOCUS LCI PLAN



- Recognition of Transportation Challenges
- Recognition of Potential Loss in Market Share
- Vision for New Urban Development
- Framework Plan
- 5-Year Action Plan

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PERIMETER COMPASS

Community Visioning



Mixed-Use Development



Office with Amenities & Concealed Parking



Open Space & Public Gathering



Performance Venue



Greenways & Pedestrian



Intersection Improvements

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1999 LAND USE:

Primarily a shopping, office and hotel district...



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2009 LAND USE:

"Mixed-use" environment starting to emerge



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2009 LAND USE:

Transformation east of Ashford Dunwoody into an “urban neighborhood”



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2009 LAND USE:

- Significant new housing built
- Mix of townhomes, condos and apartments



Projected jobs to housing ratio: 4.5 by 2012 (down from 6.25 in 1990)

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2009 LAND USE:

Transition of outdated office parks to residential uses



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1999 LAND USE INTENSITY:

Large surface parking lots and under developed property



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2009 LAND USE INTENSITY:

“Redevelopment” and “Infill” begun on surface parking lots



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2009 LAND USE INTENSITY:

New development contains structured parking decks



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1999 OFFICE MARKET SHARE:

Will new office development continue?...



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2009 OFFICE MARKET SHARE:

- Significant new office development over the past 10 years
- New office development being incorporated in mixed-use settings

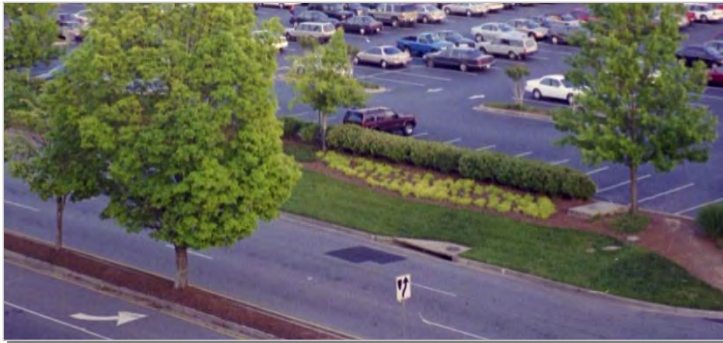


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1999 PEDESTRIAN ENVIRONMENT:

Hit and miss system of sidewalks and crosswalks...

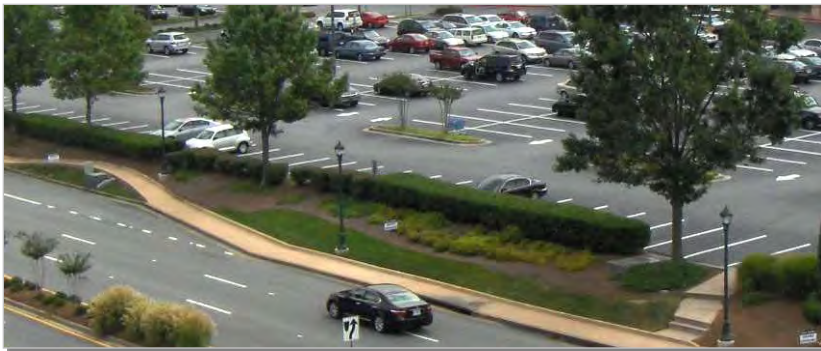


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2009 PEDESTRIAN ENVIRONMENT:

- Over 5 miles of sidewalks, upgraded streetscapes and improved crosswalks installed throughout the district
- Successful Intersection program includes 22 intersection improvements

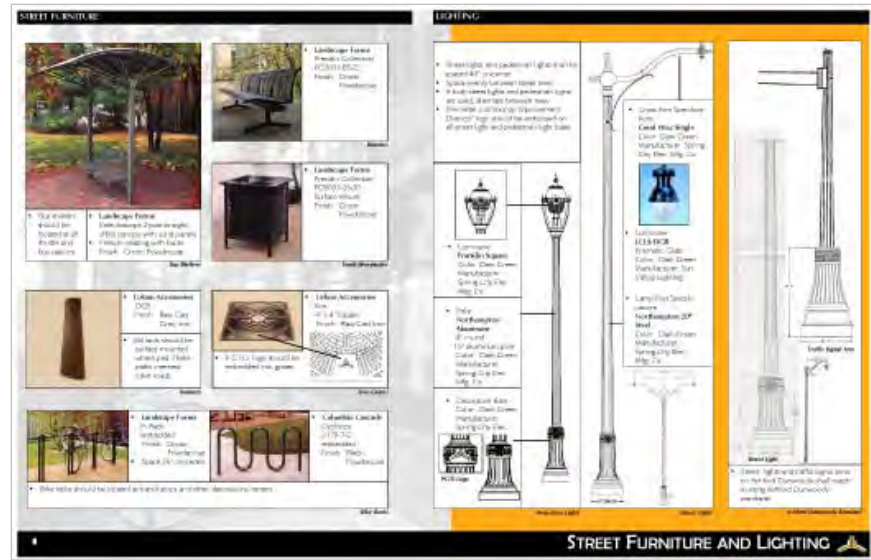


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2009 PEDESTRIAN ENVIRONMENT:

- Public space standards institutionalized
- New development is incorporating walkability / pedestrian features

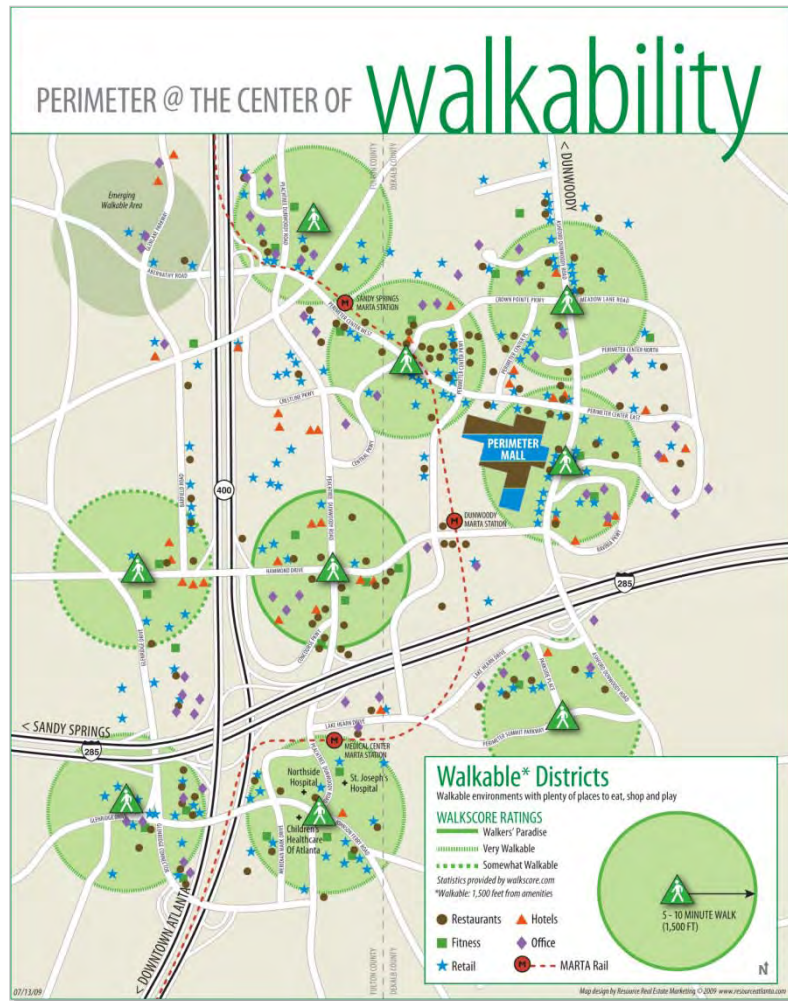


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2009 PEDESTRIAN ENVIRONMENT:



- “Walkability”: Amenities within a 1,500 foot radius
- Perimeter market is convenient, accessible, attractive and safe
- District average walkscore of 70% - Very Walkable
- PCIDs is working to remove barriers to walking and cycling – share your input on our multi-modal survey at www.perimetercid.org

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A DECADE OF SUCCESS: 1999-2009

1999 IDENTITY:

Is “Perimeter Center” only a congested office sub-market?...



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2009 IDENTITY:

- “Perimeter Center” is becoming an urban walkable center
- Signage / Identity enhancements
- Local and national recognition for it’s ability to “evolve”



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1999 – 2009 PCID RECOGNITIONS:

- 2004 The US EPA designated Perimeter as a Best Workplace for Commuters District, the largest in the country for its best practices on encouraging alternative transportation opportunities through programs and infrastructure improvements
- 2005 DeKalb Chamber of Commerce - Innovation Award to DeKalb PCID
- 2006 The Golden Shoe Award from PEDs for creating a pedestrian friendly environment
- 2006 Livable Centers Initiative Award to Perimeter Place by The Sembler Company
- 2006 Sponsorship Award for participation in the Greening of Sandy Springs hosted by The Sandy Springs Conservancy
- 2008 Perimeter Center Parkway awarded the PEDs Golden Shoe Award for creating a pedestrian friendly environment

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1999-2009 TOTAL CID INVESTMENT:

- \$14.3 million CID funds expended through July of 2007
- \$98.5 million in additional public funds leveraged
- Additional public funds from City of Sandy Springs, City of Dunwoody, DeKalb County, Fulton County, State of Georgia and Federal sources



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2009 PERIMETER TODAY:

- Perimeter continues to be a “premier commercial district”
- Perimeter is currently absorbing about 24% of all class A&B office space in Atlanta, up from 3% in 1999
- Over 28 million square feet of office
- 19.1% vacancy rate. 2009 economic factors (13% prior to economic downturn – 2008)
- Evolving housing diversity... “jobs to housing” ratio has declined to around 5.0
- 39,000 residents in 20,000 households
- Creating the Southeast’s walkable urban center



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A DECADE OF SUCCESS: 1999-2009

2009-2017 ECONOMIC FORECAST: *Big Picture*

- Overall Perimeter will continue to perform as a “premier commercial district”
- Residential growth continues to grow as well...but is driven by job growth
- Continued improvement on “jobs to housing” ratio...down to 4.5 by 2012 (down from 6.25 in 1990)
- Short-term slow-down due to national economy...normal levels may return as early as 2010
- Connected walkable urban center appeals to ‘Gen Y’ and ‘Boomer’ populations



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PERIMETER LCI PLAN

- Land Use
- Transportation

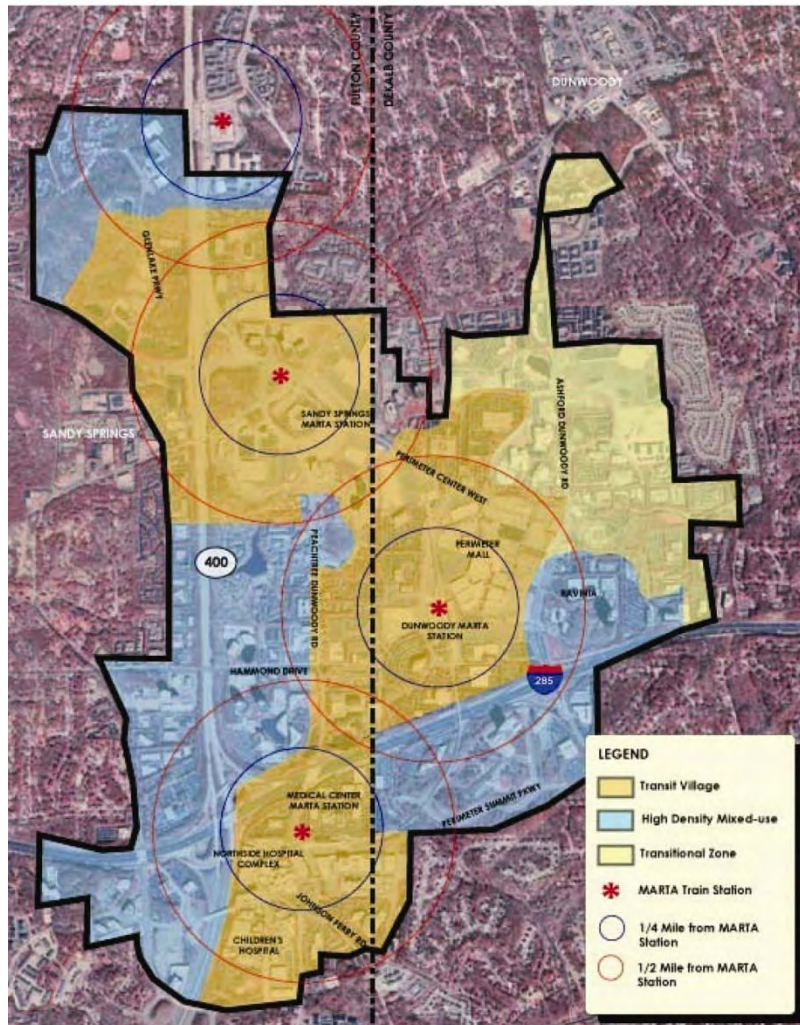


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FRAMEWORK PLAN



Future Land Use & Transportation

Transitional Zone



Transit Village



High-Density Mixed-Use



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A DECADE OF SUCCESS: 1999-2009

KEY RECOMMENDATIONS



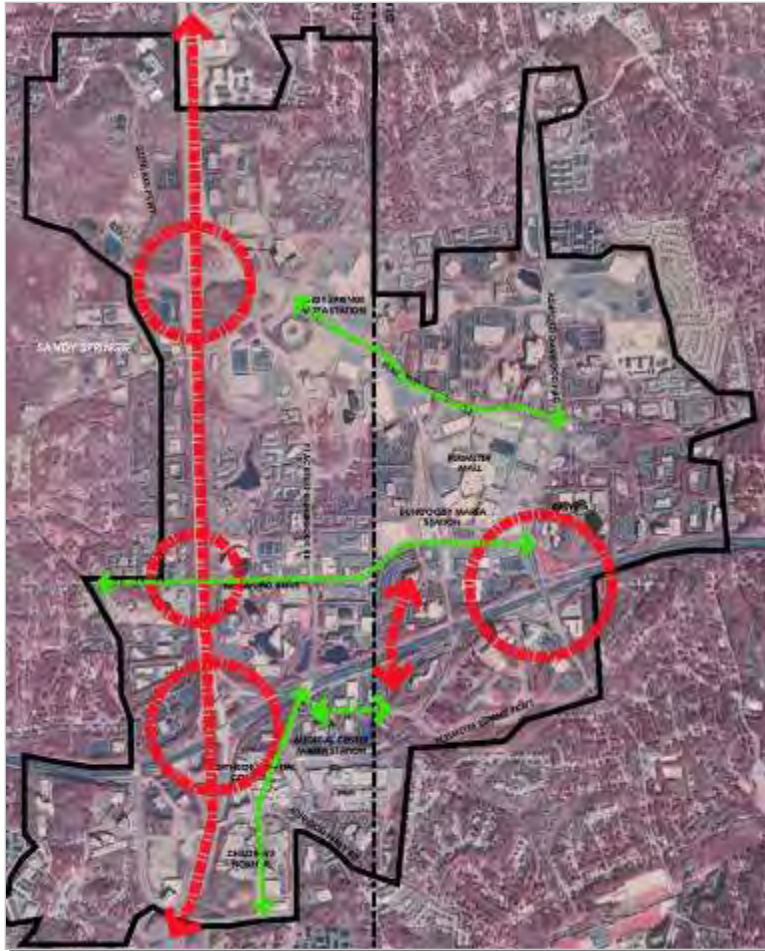
TYPES OF PROJECTS:

- Roadway Improvements
- Intersection Improvements
- Streetscape Improvements
- Bike / Pedestrian Projects
- Transit Improvements
- Open Space
- Public Enhancements

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BRINGING IT ALL TOGETHER: TRANSPORTATION



- Large-Scale Roadway & Interstate Improvements (GA-400 CD's, Hammond Interchange, Perimeter Center Pkwy Extension (Flyover), Ashford-Dunwoody Interchange)

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PERIMETER CENTER PARKWAY EXTENSION FLYOVER



\$32 Million construction cost

Dedicated November 2007

**Six-foot sidewalks in
each direction**

Four 12-ft. traffic lanes

**Four-foot bicycle lanes
in each direction**

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LAKE HEARN DRIVE ROAD WIDENING & STREETScape



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SANDY SPRINGS MARTA TOD / PERIMETER POINT REDEVELOPMENT



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BRINGING IT ALL TOGETHER: TRANSPORTATION



- BRT/LRT Transit Improvements (Concourse, Dunwoody, Ravinia Stations)
- Part of GDOT Revive 285 Initiative
- Reflects a significant recognition of regional development trends
- \$450 million total project cost
- Connects Cumberland, Perimeter and Doraville

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BRT STATION AT HAMMOND DRIVE

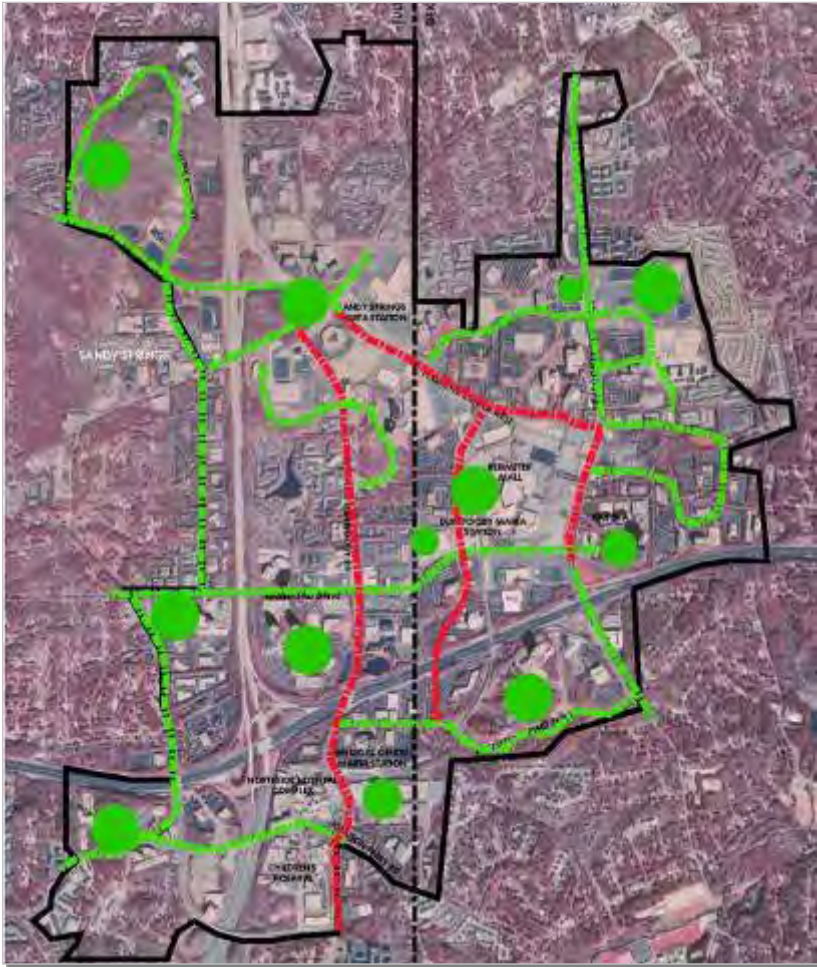
\$600,000 PCIDs CONTRIBUTION



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BRINGING IT ALL TOGETHER: OPEN SPACE PLAN



- A network of linked Plazas, Parks and Open Spaces
- Streetscapes, Greenways, Bike Routes

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PERIMETER CENTER WEST

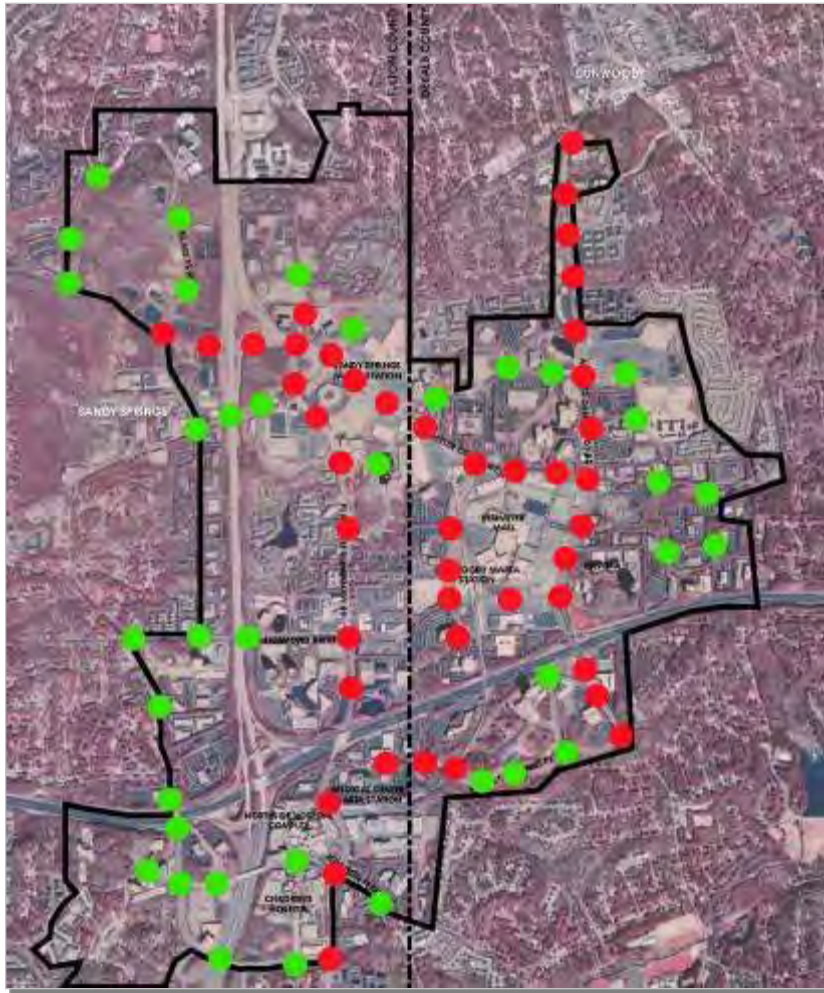
**BEGIN CONSTRUCTION 2008, \$7 MILLION
COMPLETE FALL 2009**



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BRINGING IT ALL TOGETHER: OPEN SPACE PLAN



- 22 Intersection improvements
- Setting the framework for new residential and commercial development
- Nearly \$1.5 billion estimated future development value (2008)

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CASE STUDY: PERIMETER CENTER PARKWAY



- Adjacent to Perimeter Mall
- Adjacent to Sandy Springs MARTA Station
- Centralized Location
- No Development Facing the Street
- Auto-Oriented
- Underused Open Space Under MARTA

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INITIAL STREETSCAPE IMPROVEMENTS



- Initial Streetscape Improvements:
- Parallel Parking on West Side of Perimeter Center Parkway
- Pedestrian & Auto Access Improvements to MARTA
- Intersection Improvements
- Improved Pedestrian / Shuttle Access to the West
- Improved Access to West Side of Mall

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GREENWAY / OPEN SPACE IMPROVEMENTS



- Linear Park
- Focal Points / Water Features
- Passive Recreation
- Public Gathering Performance Space

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LONG TERM BUILD-OUT



- Significant Changes in Development Patterns
- Mixed-Density & Mixed-Use Development
- Significant New Housing Development
- New Storefront Retail Development
- New Office Development
- Inter-parcel Connectivity
- Shared Parking Decks
- Major New Mall Entrance
- Possible Light-Rail Line Along Hammond Drive

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PERIMETER CENTER PARKWAY BUILD-OUT



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PERIMETER CENTER PARKWAY

COMPLETED IN 2008, \$7.2 MILLION - 2008 PEDS AWARD RECIPIENT



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VISION TO REALITY:

High Street Development planned for Dunwoody MARTA Station



- 3000 Residential Units
- 400 Hotel Units
- 400,000 sq ft Commercial Space
- 138556 sq ft Office Space
- Estimated Development Value: \$709 million+

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1999-2009 NEW DEVELOPMENT:



- Approximately 18 projects/sites
- 0.85 million square feet of commercial / retail space
- 1.96 million square feet of office space
- 400 hotel rooms
- 3,800 residential units

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A DECADE OF SUCCESS: 1999-2009

2009 CURRENTLY PLANNED DEVELOPMENT:



- Approximately 13 projects / sites
- 1.4 million square feet of commercial retail space
- 4.5 million square feet of office space
- 2,300 hotel rooms
- 5,800 residential units



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2009 ECONOMIC IMPACT:

Projects Under Construction and Planned

- \$43.6 million in City/County tax revenues
- \$8.0 million in sales tax revenues
- \$1.2 million in additional PCIDs revenue



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1999-2009 INVESTMENT IN DUNWOODY:

- \$3.7 Million in CID funds
- \$55 Million in total investment
- Includes new Bridge, traffic modifications, intersections, several streetscapes



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1999-2009 INVESTMENT IN DUNWOODY:

- Intersection improvements at Ashford-Dunwoody @ Mt. Vernon
- Approximately \$1.2 Million investment
- Completed Fall 2009



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FISCAL IMPACT STUDY (2009)

- Value of Perimeter real estate in City of Dunwoody is \$2.2 Billion
- Approximately 70% of the City's tax revenue comes from Perimeter
- Perimeter contributes a net \$3.3 Million annually in revenue



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CITY OF DUNWOODY & PERIMETER CID



Partners in Economic Development
Partners in Transportation Investment
Shared interest in City's future

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THANK YOU!

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QUESTIONS?

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